

THE OUILLY

A Journalist's Journal

SIGMA DELTA CHI

Professional Journalistic Fraternity

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Vol. XIII.

MARCH, 1925

No. 2



\$150--In Cash Prizes--\$150

will be awarded for the THREE BEST ESSAYS on journalistic subjects named below. If you are eligible and can use \$75, take part in this contest. No cost to you.

Can You Win Over Students in Other Schools?

This contest is open to any male undergraduate student of journalism in any school at which Sigma Delta Chi, Professional Journalistic Fraternity, has a chapter. You need not be a member of the Fraternity to compete. All have an equal chance.

AWARDS:

Three Prizes, Total \$150.

\$75 First Prize

\$50 Second Prize

\$25 Third Prize

for the best essays on a choice of any of the following subjects:

- (1) Value of work on a student paper as a part of preparation for the profession of journalism.
- (2) A criticism of the school of journalism.
- (3) A criticism of a newspaper of merit.
- (4) Journalism as literature.
- (5) Proper balance of types of news in college papers.

ESSAYS:

Length not to exceed 1,100 words.

Thought, construction and style will be considered.

MANUSCRIPTS:

Manuscripts must be typewritten, double spaced on one side of 8½ x 11 paper.

The author must NOT be indicated on the manuscript; instead, send accompanying sheet marked "Past President's Prize Contest" and give full name, home, and school address.

No manuscripts returned. Right reserved to print in the Quill of Sigma Delta Chi any essays submitted.

Mail manuscripts to Chester W. Cleveland, 608 So. Dearborn Street, Chicago, Illinois.

CLOSING DATE:

Essays mailed later than April 30, 1925, will not be accepted.

JUDGING AND AWARDS:

Judges will be the following officers of Sigma Delta Chi:

T. Hawley Tapping, First Past President

Ward A. Neff, Second Past President

George F. Pierrot, President

Awards to be announced by mail and in the Quill at conclusion of judging as soon as possible after April 30th.

Only one essay may be submitted by each contestant. Prizes will be divided in the event of a tie.

SIGMA DELTA CHI--PROFESSIONAL JOURNALISTIC FRATERNITY

THE QUILL

A Journalists' Journal

VOLUME XIII

CHAMPAIGN, ILLINOIS, MARCH, 1925

NUMBER 2

The Importance of High Editorial Standards

By WILLARD G. BLEYER, (*Wisconsin Associate*)

Director, Courses in Journalism, University of Wisconsin

Criticism of newspapers, it has been said, is the great American indoor sport. In reply to frequent strictures on their work, newspapermen often quote the saying that everybody knows how to run a newspaper better than the editor. Some consolation for the critical attitude of many persons toward newspapers may be found in the fact that criticism of the press is as old as the printed dissemination of news itself. Just three hundred years ago when the first little single-page sheets of news scarcely larger than a sheet of business stationery appeared in England, a contemporary critic charged that newswriters

" . . . will write you a battle in any part of Europe at an hour's warning, and yet never set foot out of a tavern; describe you towns, fortifications, leaders, the strength of the enemy, what confederates, every day's march—not a soldier shall lose a hair, or have a bullet fly between his arms, but he shall have a page to wait on him in quarto."

From that day to this through three centuries critics of the press have never long been silent. Yet I think that it is a mistake for newspapermen to put all critics in the same class and to wave aside all of the criticism leveled at the profession. Earnest, serious students of our society and government are calling attention to the vital part that newspapers should play in the formation of sound public

opinion by printing news and editorials, and are pointing out wherein some newspapers, at least, often fail to do what our republic has a right to expect of them.

Nor does all of the criticism come from those outside newspaper offices.



WILLARD G. BLEYER
Wisconsin Director

Thoughtful editors and publishers, from time to time, are pointing out some of the weaknesses of present-day journalism and are suggesting remedies.

I desire to ask you to consider with me for a few moments some of the

questions that are being raised as to the way in which American newspapers can best perform their generally accepted function of providing the food of opinion for millions of citizens—both men and women—upon whose opinion the ultimate success of our government and our society depends.

In the September issue of The Century Magazine a journalist who has had experience on both the news and business sides of journalism—he has been managing editor of The Boston Traveler, The Boston Journal, and The New York Tribune, and general manager of another New York paper—discusses the question, "Can Journalism Be a Profession?" It may seem strange, after newspapers have been published in this country for over two hundred years and after we have had such great editorial leaders of public opinion as Greeley, Godkin, Bowles, and Watterson, and such great creators of newspapers as the elder Bennett, Raymond, and Pulitzer—it may seem strange, I say, that an experienced newspaper man like the writer of this article should raise the question, "Can Journalism Be a Profession?" a question that implies both that it is not a profession at present and that there may be some doubt whether or not it can be a profession.

What Is Journalism?

Is journalism today a business, a trade, or a profession, or is it a

"game"—"the newspaper game" as many newspapers call it? Some of you may resent the suggestion that there is any question as to whether journalism is a trade or a profession. But let me remind you that some newspapermen still seem to regard their calling as a trade. The distinguished business manager of a New York newspaper, himself the author of several books on American biography and literature, published a book a few years ago entitled "Training for the Newspaper Trade."

Newspapermen in several large cities have organized themselves into trade unions chartered by the International Typographical Union, and thus affiliated with other trades in the American Federation of Labor. There are still other newspapermen who still insist that the only way to learn journalism is in a newspaper office, that is, by the apprenticeship method by which all trades are learned.

Schools Regarded Skeptically

As a matter of fact up to fifteen years ago, the only way that anyone could study journalism was to go into a newspaper office and learn by practice under the direction of practical newspaper workers, for previous to that time there were no universities that offered systematic instruction in preparation for journalism.

The establishment of the first schools of journalism was regarded with considerable scepticism—not to say hostility—by the majority of newspaper writers and editors. They declared that journalism could not be taught in the class room, that the only place to learn newspaper work was in a newspaper office.

In the last fifteen years, however, there has been a gradual but marked change in the attitude of most newspapermen toward schools of journalism. As the graduates of these schools went out into newspaper offices and as editors found that these young men and women were better prepared for journalism than were grammar school or high school graduates, or even than college graduates who had no instruc-

tion in journalistic technique, practical newspapermen, seeing, believed, and finally were convinced that journalism could be taught in college. Today, I think, it may fairly be said that the majority of newspapermen believe that schools of journalism are practicable.

So we may say that journalism is just emerging from the apprenticeship method into the professional school method of training its recruits. This evolution is exactly like that which has taken place in the preparation for other professions such as law, medicine, and engineering. Two or three generations ago a young man who wanted to be a lawyer went into a law office to copy legal documents and read law books until he absorbed enough knowledge of legal procedure to warrant his employer, as a practicing lawyer, in recommending him for admission to the bar.

Apprenticeship Is Passing

Even young men who desired to become physicians and surgeons were apprenticed to successful practitioners of medicine and surgery. Before the days of colleges of engineering, would-be engineers served their apprenticeship as assistants in surveyor's offices, machine shops, and electrical plants until they had acquired enough knowledge of engineering to qualify as practical engineers.

Today, however, to be a well-trained lawyer a young man must spend at least two years in college and three more years in a law school; to be a doctor, from two to four years in college and four more in a medical school; to be an engineer, four years in a college of engineering.

In these professions the period of preparation has gradually been raised from a year or two of apprenticeship to from four to eight years of college and professional school training. In many states candidates for admission to the practice of law and medicine, even after they have completed their professional education must also pass state bar or state medical board examinations.

As newspapermen you know how this has come about. General state bar associations and state medical societies have convinced legislatures that such requirements should be set up to protect citizens from injury at the hands of ignorant, incompetent lawyers and doctors. In short, we have come to recognize that the professions of law and medicine have a vital relation to the welfare of society.

Since we have set up absolutely no requirements for admission to the practice of journalism, we may well ask "Is journalism less vital to the welfare of society than are these professions?" Let us consider the matter for a moment. If an incompetent doctor did his worst, he would probably not kill off prematurely more than a few hundred persons, and serious though that would be for those who came to an untimely end through his incompetence, society and government would scarcely suffer an irreparable loss. An ignorant lawyer might cause his clients loss of money, of freedom, or even of life itself if they were charged with a capital offense, but even so, society as a whole would not be greatly injured by such ignorance.

Inaccurate Reporter Menaces Democracy

But the ignorant, incompetent reporter or copy-reader who day by day gives tens of thousands of readers inaccurate news, the food of opinion, is destroying the basis of sound public opinion, and without sound public opinion, based on truth, not on half-truths, or unintentional falsehoods, democratic government like ours cannot long survive. It is not too much to say that the success of our democracy is dependent on the competency and the character of our newspaper writers and editors, and I submit to you that the success of our democracy is more vital to the welfare of society than is the possible loss of lives, the money, or the freedom of a few of its members.

Since the establishment of our government we have sought to insure the

freedom of the press as essential to the success of this republic, and we have always recognized the importance of the press as a vital factor in the formation of public opinion, but nevertheless, we have never insisted upon competency or character on the part of those who conduct our newspapers.

Have We Been Right?

We seemed to have assumed that freedom of the press meant the inalienable right of any man no matter how ignorant, how incompetent, how lacking in character he might be, to gather and write news, express editorial opinions, and mislead anyone and every one who reads his paper. We have assumed that falsehood like murder, would out and that if we only gave the ignorant, incompetent writer and editor enough rope, he would eventually hang himself. Have we been right in our assumption?

Let our answer be what it may, we still all agree that every member of a newspaper staff, from the youngest "cub" reporter to the editor-in-chief, is daily furnishing the food of opinion for thousands of citizens, and thus is helping to form public opinion on the hundred and one issues of the day, issues—local, state, national, and international—that will be voted on at the ballot-box largely on the basis of the news and editorials that the average citizen has read in his daily newspaper.

The reporter and the correspondent who gather and write the news, the copy-reader who edits it and writes the headlines—and in these days many have time to read only the "heads" on much of the news—the news-editor who decides upon the prominence that every piece of news shall be given—all are influencing directly the opinions of most of the thousands of readers, even more, no doubt, than is the writer of editorials.

Should we not, both as newspaper publishers and patriotic Americans interested in the welfare of our country, be concerned about the qualifica-

tions of those who are gathering, writing, editing, and commenting editorially on the news of the day, the food of opinion?

Today, as you all know, there are no definite requirements for admission to the practice of journalism. Any one may become a reporter. He may have only a common school education. He need not even know how to write a news story. He may be merely a "legman," willing to run around and gather news to be telephoned to a rewrite man to be put in form for publication.

Many Reporters Are Immature

Uneducated or half-educated boys and girls in almost every city in this country are today serving as reporters and correspondents, as purveyors of the food of opinion for hundreds of thousands of citizens and voters. Immature, untrained, often grossly ignorant of the matters that they are trying to report, they are filling our newspapers, quite unintentionally of course, with inaccuracies, half-truths, and absolute falsehoods. No matter how careful and intelligent copy-readers and rewrite men may be, they cannot correct all of the inaccurate work of such reporters and correspondents.

Reporting Requires Education

Mr. Melville E. Stone, known to all of you as the founder of The Chicago Daily News and for a quarter of a century general manager of the Associated Press, drove this point home when, after his long newspaper experience, he declared:

"To be a good reporter requires a great education. There is nothing more pitiable than the attempt of an ignoramus to write an abstract of an intelligent man's ideas in an interview. It is equally lamentable to observe a half-baked youngster struggling to report any event involving knowledge of a national or an international question. An intelligent reporter is far more valuable than an intelligent editor. It will be a great day for American journalism when this fact is generally recognized, when a public man will have some assurance

that his words and acts will be fairly and intelligently presented."

But even when newspapers make serious effort to secure college-trained men and women as reporters, many of them fail to keep such reporters long enough, by paying them adequate salaries, to get the best results. The constantly changing staffs of reporters on many newspapers is one of the greatest weaknesses of present-day journalism.

The so-called "labor turn-over," which efficiency experts find to be one of the biggest sources of waste in industry, is no less wasteful in journalism. The result is that newspaper reporting has come to be regarded, not as a permanent occupation in which a young man may hope to find his life work, but rather as a stepping stone to better paid vocations such as publicity work, advertising, and business.

Or, if a young man who begins as a reporter remains in journalism, he becomes a desk-man, a rewrite man, or a city editor, despite the fact that no really good reporter ever prefers a desk position to reporting. But the reporter, like the rest of us, must earn enough to marry and support a family, and so he accepts whatever offers a living wage for a married man, be it a desk job, publicity work, advertising or business.

If we want to keep competent, experienced reporters as reporters, we must expect to pay them salaries comparable to those they can get in other positions. If we believe with Melville E. Stone that "an intelligent reporter is far more valuable than an intelligent editor," that belief ought to find expression in his weekly pay envelope.

Pay Reporters Too Little

The discrepancy between the salaries paid men on the business staff of newspapers and those on the news staff is a potent source of dissatisfaction on the part of the reporters and editors in many newspaper offices. Newspapers frequently pay much larger salaries to advertising managers and circulation managers who have been no longer in service than they do

to their managing editors and their city editors. Even young advertising solicitors often get much larger salaries than do reporters on the same paper. Although advertising and circulation are important to the financial success of every paper, circulation and the value of advertising space depend on the way in which reporters and editors do their work.

Reporters Form Contacts With Public

Viewed from another angle, the reporters are the only representatives of the paper that come in contact with any considerable part of the public. By these human contacts they create good-will or ill-will for their paper. You all know that the reporter who comes to know large numbers of persons in all walks of life and who gains their confidence not only secures all the available news on his run, but if he does his work faithfully and accurately, he creates that good-will without which no paper can really prosper.

Nevertheless, after he has come to know the sources of news on his run and has gained the confidence of the men and women from whom he gets the news, we too often let him go because some other paper or some business man with whom his work has brought him in contact offers him five dollars more a week. The city editor, perhaps, explains to this good reporter that he is sorry to lose him, but the city department budget is limited, and the publisher has decided that the paper cannot pay any reporter more than thirty-five dollars a week.

In business, a jobbing house that let its traveling salesmen go after they had built up good lists of customers and were getting more and more orders each month through the good-will that the salesmen had created among the customers, because some other jobber offered five dollars a week more, would be a laughing stock of the trade.

A jobber who had a constantly changing staff of traveling men on the road for him, most of whom did not continue in his employ for more than

six months, a year, or two years, would not last long in business. Yet it is not common to find newspapers constantly changing their reporters, always breaking in new "cubs," and letting experienced reporters go when they reach the salary limit and can get more money elsewhere.

Mr. E. C. Hopwood, managing editor of The Cleveland Plain Dealer, summed up this whole situation, in addressing his fellow editors of Ohio, when he said:

"I think in a great majority of cases cheap reportorial help has cost newspapers infinitely more in respect and good-will in their communities, if not actual damage suits, than it would cost to pay adequate salaries to keep high-class, able, accurate men on the pay roll.

I think one of the fundamental causes for criticism of newspapers lies in faulty reporting, and faulty reporting goes directly back again to our fundamental proposition that good reporting cannot be had unless we are willing to pay for it.

Day by day the newspaper publishes stories concerning this individual, or that, this group in the community, or some other group, until in the course of a year, perhaps, practically everyone, or some interest in which everyone is concerned, has been touched upon in the news columns. Suppose names are wrong, initials transposed, facts garbled, little mean insinuations dragged into the story, adjectives used to color it, one side exploited and another side suppressed, and so on through the whole catalogue of reportorial sins of omission and commission. After that sort of a job for twelve months or so, how much confidence does an editor expect his community to have in him, and how much can he blame that community if, where the hue and cry against newspapers is raised, it says, "That has been our experience, too."

The editors and the faithful watchdogs of the treasury in the newspaper offices have never seen fit to pay good reporters adequate wages. Every newspaper has had the sad experience

of seeing men whom it has trained to a high point of efficiency, men who gave promise of attaining standards of reportorial proficiency, turn away to other lines of employment for a wage which the newspaper for some reason or other usually could not see its way clear to meet.

Newspapers must have better reporters because they cannot afford to have any other kind. A great many newspaper staffs are cluttered up with deadwood and excess baggage. Weed it out. Take the money that is being paid the fellow that cannot make the grade and give it to the man who can, in order that he may be a happy, useful, contented member of the newspaper craft.

Has not the time come for newspaper publishers to establish tests and standards of efficiency in the news departments similar to those that they have adopted so admirably in the advertising and the circulation departments? Has not the time come to recognize the money value to the paper of intelligent, competent, accurate reporting, and to consider the advisability of abandoning the salary limit of thirty-five dollars or forty dollars a week for good, experienced reporters, and that of forty dollars or fifty dollars a week for experienced and able desk-men?

Ought we not to encourage young men who show real aptitude for reporting to continue in it, to make it their life work as many of them would be glad to do if they knew that they could get as good salaries as reporters as they could in other positions? Should we not ask ourselves whether or not we are practicing real economy and business efficiency when, as Mr. Hopwood says, "every newspaper has had the sad experience of seeing men whom it has trained to a high point of efficiency, men who gave promise of attaining standards of reportorial proficiency, turn away to other lines of employment for a wage which the newspaper for some reason or other usually could not see its way clear to meet"?

But it may be argued that it is

difficult to find well-qualified young men and women who are worth more than they are getting today as reporters. Personally I believe that requirements for admission to the practice of journalism can be established, as they have been for other professions. Educational qualifications can be set up and maintained.

Knowledge Can Be Tested

A candidate's ability to use intelligently the knowledge that he possesses can be tested, as it is tested for admission to the practice of law or medicine. His ability to report accurately a speech that is read to him can be determined in any newspaper office in less than half an hour. You can find out his ability to get facts and opinions accurately in an interview by having him interview you for ten minutes on any current national or international question. You can give him a typewritten decision of a judge or a public utilities commission and can determine his knowledge and ability by the kind of news-story digest that he makes of it.

You can give him a list of names and addresses to be embodied in a news-story, and can find out whether or not he is accurate in copying them. By these and similar tests, you can soon find out the character of his judgment as to news and its significance. In fact, every qualification necessary for a good reporter or copy-reader can and should be tested before a candidate is admitted to practice journalism.

License Laws Proposed

It has even been seriously proposed in several states to enact laws providing for the licensing of journalists as lawyers, doctors, pharmacists, and others whose work affects public welfare are licensed. Personally, I should prefer to see the matter regulated by the members of the profession rather than by law.

Newspapermen generally have opposed such proposed legislation, but the fact remains that if we are to have intelligent, competent, reliable journalists, we must establish and

maintain standards for admission and standards of practice, not unlike those of the older professions of law and medicine.

It is as important to the welfare of our republic to examine and license candidates for admission to the practice of journalism as it is those applying to become lawyers, physicians, or pharmacists. And it is also important to bar from practice those who have proved unfit for the practice of journalism, just as lawyers and doctors may by law be debarred from the practice of their profession for unprofessional conduct.

William Allen White, nationally known editor of *The Emporia Gazette*, believes that a system of licensing is not only feasible but is necessary. He has said:

"Until the people of this country get it well in their heads that journalism is a profession which must be licensed and controlled, as the medical and legal professions are licensed and controlled, there can be no freedom of the press which is not liable to great abuses. . . . The most important thing in a democracy is the dissemination of intelligent information upon important matters. Until a man is equipped to know what are important matters and until he is trained to discuss important matters and disseminate facts intelligently, democracy is in danger. . . . When the newspaper business is socially controlled as medicine and law are, the freedom of our newspapers will be an asset. As it is, our freedom is a liability. Until journalism is recognized as a profession for trained men who have certain defined qualifications, the newspaper business will vacillate. Sometimes it will be an organ of predatory capitalism, sometimes the expression of class demagogery—in both events a menace to stable government and growing institutions."

Today there are no generally accepted standards of practice in journalism, no established codes of ethics, like the codes and standards adopted by the medical and legal professions, by the Associated Advertising Clubs

of the World, and recently by Rotary Clubs and various organizations of business men. Some state organizations of editors and publishers have adopted codes of ethics and a year ago a group of some 125 editors of newspapers in cities of over 100,000, constituting the newly organized American Society of Newspaper Editors, adopted Canons of Journalism.

None of these organizations, however, is representative of the profession of journalism as a whole in this country, as the American Bar Association represents the legal profession or the American Medical Association the medical profession.

Journalism today is the only unorganized profession. Lawyers have their county and state bar associations, as well as the strong representative national American Bar Association. Physicians and surgeons belong to state and county medical societies and maintain the national American Medical Association. Various branches of engineering are similarly organized. Through these local, state, and national associations, the members of these professions have been able to set up and maintain not only requirements for admission but standards of practice.

On the publishing side, we have state, sectional, and national associations of newspaper publishers, national organizations of advertising managers and circulation managers. On the mechanical side there are strong trade unions of compositors, stereotypers, pressmen, and photo-engravers. But the men and women who are gathering, writing, editing, and commenting on the day's news have no professional societies. Although it is nearly 150 years since the first daily newspapers were established in this country, there are today no local, state, and national professional associations of writers and editors of daily newspapers.

City Editors Attempt Organization

Some ten years ago the city editors of daily newspapers, outside the big cities, in several states of the Middle

West attempted to organize state associations, but the movement suffered from several handicaps.

In the first place the state meetings had to be held late Saturday evening and Sunday morning, because the city editors could not leave their jobs before Saturday afternoon and had to be back on the desk early Monday morning. In the second place, city editors frankly wrote in some cases that they could not afford to pay their own expenses to a state meeting, and that although the officers of the state associations of city editors urged publishers to pay the expenses of their representatives, I was told that only a few were willing to do so. One publisher objected to his city editor attending the meeting because he feared that it might lead to the organization of a labor union among city editors, with a demand for shorter hours and higher salaries.

Publishers Reap Benefits

You all realize that as newspaper publishers you derive great benefit from attending your state daily league meetings. Is it not fair to assume that your managing editors, city editors, and other men on your news staff would derive similar benefits from attending state and sectional meetings? We should encourage state meetings of our writers and editors, should arrange to give them time off for two or three days to attend state and sectional meetings, and should pay the expenses of some of them at least.

The information and inspiration that publishers get from their meetings pay them in dollars and cents in enabling them to solve their individual problems as publishers. It is fair to assume that managing editors, city editors, and other members of the news staff would bring back to their papers from similar gatherings ideas and inspiration that would enable them to produce better newspapers.

In short, what newspaper work needs most today is to be given a more definite professional status. It needs a greater feeling of solidarity among

all newspaper writers and editors, from the "cub" reporter to the editor-in-chief. It needs a salary scale for reporters, desk-men, city editors, and managing editors equal to that offered to these men and to men of like ability and training in publicity, advertising, and business.

It needs local, state, sectional, and national organizations of newspaper writers and editors, comparable to organizations of those engaged on the business side of newspapers and to similar organizations in other professions such as law and medicine. It needs generally accepted standards of admission and standards of practice like those of other professions.

It needs more general recognition by the public at large of the fact that competent, intelligent newspaper writers and editors, as purveyors of food of opinion, are absolutely essential factors in the success of our republic, its government and society.

Let all of us do our share toward speeding the day when no one within or without our newspaper offices will have the temerity to raise the questions "Is Journalism a Profession?" and "Can Journalism Be a Profession?"

ALTUS TIMES-DEMOCRAT STAFF IS 100% S. D. C.

"I have been laying off to report to you as editor of The Quill what I believe to be one of the few such cases in American journalism—i.e., the front office of the Altus Publishing Company, publishing the Altus Times-Democrat and Altus Plain Dealer, is 100 per cent Sigma Delta Chi.

"Our city editor and reporter is Martin Cunningham (Oklahoma); our advertising manager is Harrington Wimberly (Oklahoma); and I am the third male in the office as editor-in-chief and part owner. We have a society editor and bookkeeper, both women. If there are other newspapers with this record, I'd like to hear of them."—HUTTON BELLAH (Oklahoma).

A Sigma Delta Chi Employment Bureau Outlined by Pierrot

A plan for a Sigma Delta Chi employment bureau operated on a national basis was outlined to the members of the Columbia Chapter at a recent meeting by George F. Pierrot, national president, who visited the chapter while he was on a business trip to New York. The plans for the employment bureau are not yet complete, President Pierrot said, and are dependent on the success of moves now under way to perfect the organization of the fraternity.

Pierrot said that the establishment of The Quill life subscription plan is a definite step toward bringing together the alumni and active members. This work will be made simpler, he added, by the appointment of a permanent national secretary on a salary basis who will be able to give all his time to the work. When these steps have resulted in a more closely-knit fraternity the success of the contemplated bureau will be assured.

The number of Sigma Delta Chi alumni who have continued in journalism has greatly increased since the fraternity became professional rather than honorary, according to Pierrot, and it is on these men that the employment bureau will depend largely for information regarding vacancies.

The main office of the proposed bureau will be located in some central city, probably Chicago. As the bureau will not be run to make a profit the service will be available to Sigma Delta Chi men for about one-third the fee charged by commercial agencies.

Prof. E. W. Smith and Prof. Buford O. Brown of the department of journalism of Leland Stanford University have just completed a tour of the various schools of journalism in the United States with a view to enlarging the scope of instruction at their institution.

The Newspaper I Like

By MARION L. BURTON
Late President of the University of Michigan

I like a newspaper which recognizes that, even beyond accuracy, the truth requires the proper emphasis. I like a paper that unobtrusively makes a reader's interests a little broader and his horizon wider; a paper that accepts its freedom in terms of responsibility for public welfare, for the elevation of the taste of the people and for their appreciation of the finer things of life. I like a paper that in the practical methods of its daily routine knows how to be silent without ignoring any aspects of truth, that insists upon keeping the individual subordinate to the cause he represents, that stimulates the reader to cogent thought and that holds men and their consciences sternly to the ineradicable distinctions between good and evil. Such a newspaper is in the making in America. It will be the most potent single force in realizing the dreams of democracy.

The question of emphasis may be looked at from the standpoint of the size of the newspaper. As one thinks of the newspapers of other countries and of those in this country, he is rather impressed with the fact that there is a certain weight to American newspapers. Even the London Times is a relatively small sheet, and when you take up any of the other newspapers of England you will discover that they are very small publications, and that the emphasis on the news is extremely interesting. Forty-five years ago the Sun made its reputation on a four-page paper, and its money, too. I don't mean to say that papers should be much smaller; I say from the point of view of the consumer papers often seem sprawling and amorphous, and an occasion of despair, rather than something a man enjoys.

But take the question of the emphasis in the news as a whole. There are all kinds of news every day—po-

litical, sporting, criminal; and what is a man going to do with them all? I am glad I don't have to solve that problem. You may recall a little encounter between Mr. Dempsey and Mr. Gibbons two years ago in Shelby, Montana. At precisely the same time there occurred an extremely important



MARION L. BURTON, noted educator, who died on February 18, 1925.

meeting at San Francisco which represented the educational forces of America; and when I say that one-fourth of the population of the United States of America were involved in that conference at San Francisco, that the best leaders of education were there trying to work out the problems of education in the public schools and elsewhere in our country, I wonder if it is unfair to call attention to the emphasis the papers of America gave to the situation?

Let me say that I do not agree with the Christian Science Monitor, which did not print one line about the Dempsey-Gibbons fight; one wanted at least to know how it came out!

These are accurate figures. Eight of the leading New York newspapers—what did they do? They printed seventy columns about the fight and four and one-third columns about education. Seven Chicago papers printed sixty-four columns about the fight and one and three-quarters inches or about one-twelfth of one column about education. Four Washington papers printed nineteen and one-quarter columns about the fight and two-fifths of one column about education. Four Philadelphia papers printed twenty-three and one-third columns about the fight and absolutely nothing about the educational convention. Nine southern papers printed 140 columns about the fight and nothing about education. I don't mean to say they are wrong; I merely call attention to a fact. I wonder if this is the correct emphasis so far as the news of the day as a whole is concerned?

The newspaper I like to read has a certain breadth of view and sweep of vision. The test is this: Read your own paper every day for a month or six months or a year—and then turn abruptly to some paper that has a national reputation. Are your interests purely local or wide enough to take in the affairs of the world or at least our own nation? I wonder how you find your own paper? I wonder if it has breadth as well as all of that which appeals to local loyalties, as it should have? The place where it comes to expression is the editorial column. I love to read editorials: they have all the prestige of mystery, an air of confidence, and so many of them speak with the finality of the omniscient!

And then, from the standpoint of breadth, what place is given to the cultural values of life? When we pick up our paper day by day do we

find much attention paid to the things that really count in life in the long run! Note whether the paper says much about art—by art I mean architecture, the drama, painting, sculpture, city planning, the better homes movement—all of the things that go to make our environment the kind of a place it ought to be; for a man's life is inevitably influenced by the beauty of the surroundings in which he works, in spite of the condition of some of our offices.

What place, if you please, is given to education? How much, day by day, is done to make the people understand the importance of education for citizenship and democracy; to make the citizens see how important research work is for all progress? Or again on the cultural side, what a magnificent part the papers have to play in giving the proper place to the whole field of religion. In view of certain widespread movements in our country today, the people ought to be led to understand that toleration in religion is one of the best fruits of American life. We must emphasize that anew today, and we want our generation to see far more clearly than they do what are the modern tendencies of religion. This whole discussion just now about the supposed conflict between science and religion is really very fortunate. People of university circles thought it was settled fifty years ago, but here and there you find a man who does not know it. That there is nothing in modern science to conflict with fine, splendid religious convictions needs reiteration today.

Now about the relationship of the paper that one likes to read to the whole world situation? Nationalism is a fine thing, but nationalism has had a rerudescence that has been infinitely worse than anything we had before 1914. Feelings about it do not need to be stimulated very much, but the problem of civilization today is the relationship of nations. Every time we say anything unkind about a foreigner it is quoted back home and helps to foster the prejudice and misunderstanding that exists between

nations today. It is our duty to recognize that just because nations are different from us does not mean that they are wrong. The paper I like is one that seems to widen the horizons and helps me to understand that the American is an American, and that America has some responsibilities for the world as a whole.

There isn't anything so fine under free government as unlimited publicity; it is the life-blood of free government. We must have it. But here is a tremendously potent thing that is infinitely important and infinitely precious, and carries with it its corresponding responsibilities. Nothing for one instant must be permitted which would interfere with the freedom of the press, but here again, as everywhere, we must understand that there are responsibilities that are measured only by the rich gift of freedom.

The paper I like to read seems to give day by day some evidence that it not only prides itself on its freedom, but accepts its responsibilities for the good taste of the community. I do not think that I am just a mere Puritan, but being profoundly interested in the moral standards of thousands of growing young men and women, I regret that so often the newspapers of America must resort to the sex appeal in order to think they are saying something funny.

Newspapers are responsible for the good taste of the community also, in all of the things that relate to beauty and nicety of feeling and delicacy of discrimination and kindness of approach to the problems of thought. Now think of the comic supplements. I don't mean to say that you can get rid of the comic supplement; it can't be done. At least I have not been able to do it in my home, and I confess to you that I thoroughly enjoy "Mr. and Mrs." by Briggs; it is so much like home at times that it is almost heart-breaking. These things that deal with the fundamental emotions and interests are the things that after all, in the long run do appeal to people.

Newspapers are responsible, if you please, for the use that the American people make of the English language. That is a staggering responsibility. In the play, "So This Is London," it apparently was the idea that the only way to depict an American family by way of comparison with the British family was to make the boy of the family say "gee" and "kiddo" and to assume that all the members of the family, including editors of papers, are splendidly skilled gum-chewers. We are now reaching that stage where we have a right to insist that the world shall recognize that we have moved up on a higher plane, where these things are not actually a part of the thing that America idealizes.

I do not think we need to stoop to the low-brow journalism which uses all the slang of the day. I think we ought to get rid of some of the American expletives; it will have a bearing upon the nation as a whole in the interpretation that other nations have of us. Newspapers are accepting the responsibility very splendidly, particularly in their editorial columns.

It seems to me, however, that editors should not say that "we must give the people what they want." I would challenge that unqualifiedly. Otherwise we are caught in a vicious circle. The most powerful agency in American life today has a duty to lead and to accept responsibility for the things which will make America what she ought to be. I don't mean to say all should publish Christian Science Monitors, but I do mean that the servile, supine, weak, sentimental acquiescence in the idea that newspapers must furnish the people only what they want is challenged by the fact that we don't know what people want. It can be found every time that the American people will respond to something that is at least a bit higher than what they have been accustomed to. People in their best moments want something better than they are.

The newspaper that I like has the right emphasis; it has a certain breadth; it gives evidence constantly

(Continued on Page 13)

Movie World Pays Tribute to Allvine

Kansas Member's Exploitation Campaign for "The Ten Commandments" Considered One of the Best Ever Conducted.

By JOHN S. SPARGO, (*New York Editor, Exhibitors Herald*)

"The Ten Commandments" ended its long run on Broadway on February 17—a run that was not only the longest in the history of motion pictures but one that is notable for one of the finest exploitations in the show business. This Paramount picture had been on Broadway for three calendar years.

It began its engagement on December 21, 1923, at the George M. Cohan theatre, where it played until August 24, 1924. Then, when "The Covered Wagon" left the Criterion theatre, "The Ten Commandments" moved in and has played to absolute capacity through 1924 and for the first two months in 1925. On its 61st Saturday on Broadway it grossed \$1,798, which was \$22 more than the previous high record on the previous Saturday. It could have remained at this theatre indefinitely, because the demand for the picture is still tremendous.

Why the picture left is explained in the last of a series of unusual and always interesting advertisements prepared by Glendon Allvine of Paramount, who handled the advertising and exploitation all through the long run:

"With head held high, the Paramount picture that seemed permanent on Broadway, makes its exit next Saturday, after playing to capacity crowds for 62 weeks, which breaks all long-run records for a picture anywhere in the world. It could remain at the Criterion theatre indefinitely to entertain the thousands who still want to see Cecil B. De Mille's cinemasterpiece. But an international gesture sends 'The Ten Commandments' into

temporary oblivion. For 'The Miracle of the Wolves,' made in France under government subsidy, representatives of the French government want a Broadway theatre. The Famous Players-Lasky Corporation, grateful to the French for many courtesies accorded Gloria Swanson and her company,

the ins and outs of the picture business have spoken to me along these lines, and rank outsiders who don't know the first thing about show business have called my attention to some of the advertisements and stunts for "The Ten Commandments."

I know, and most of the people who may read this also know, that it is tough to keep any attraction fresh in the public mind over a period of more than a year, and yet this man Allvine has managed to accomplish just that.

When I asked him about it the other day he said that he had tried to break away from the routine handling of pictures and to freshen up this attraction by relating it to current events. He explained that because of its Biblical background and its ancient history he felt that an attempt would have to be made to keep the advertisements as fresh as tomorrow morning's newspaper that you would buy after the theatre tonight if you were on Broadway.

I remember way back last summer when Al Smith was running for president, the promoter of "The Ten Commandments" was urging the Democrats in prolonged session at Madison Square Garden to include as a plank in their platforms "The Ten Commandments."

And that when Mayor Hylan quoted one of the Commandments in a heated argument with one of his opponents, the minutes of the board of estimate were reproduced for a timely, humorous and effective advertisement of Cecil B. De Mille's dramatization of the Decalogue.

When, after 35 weeks at the Cohan



GLENDON ALLVINE, Kansas, 1917, treasurer of the Associated Motion Picture Advertisers, Inc.

which recently produced 'Madame Sans Gene' in Paris and Versailles, and in appreciation of the great popularity of Paramount Pictures in France, yields its theatre. It is for France!"

Incidentally, it is my opinion that no picture ever had a consistently finer campaign of advertising, exploitation and publicity than "The Ten Commandments." Discriminating showmen who know

theatre, the picture moved to the Criterion, Rudyard Kipling furnished the copy for the change:

**GEORGE M. COHAN THEATRE
WHERE THERE AIN'T NO TEN
COMMANDMENTS**
**THIS PARAMOUNT CINEMAS-
TERPIECE**
BY CECIL B. DEMILLE
Is Now Being Shown at the Criterion
Theatre
2:30 Twice Daily 8:30
Beginning Today at the Criterion
Theatre
Broadway and 44th Street

There was an unusual series of copyrighted advertisements headed "The man in the box office says," "The man in the projection booth says," "The orchestra conductor says," and "The head usher says," which attracted wide attention.

There was also another series which was widely read and commented upon, namely:

The Ten Commandments of Business, by Otto H. Kahn.

The Ten Commandments of Health, by Commissioner Thomas Darlington.

The Ten Commandments of Success, by Joseph P. Day.

The Ten Commandments of Thrift, during Thrift Week.

The Ten Commandments for Young Husbands, by City Magistrate Jean H. Norris.

The Ten Commandments for Young Wives, by City Magistrate Oberwager.

One of the high spots of the campaign was the showing of a reel of "The Ten Commandments" outside the Criterion theatre in the darkness resulting from the total eclipse of the sun. The crowds which thronged the streets at 9 o'clock on Saturday morning saw "this unusual attraction which can positively not be repeated during the next ninety-nine years," while down through 44th street they saw the sun hiding behind the moon through the green eye shades which at

once protected the retina and advertised "The Ten Commandments." This stunt was sent out on the wires of the Associated Press, United Press and other news services.

Meanwhile the general public and even those of us in the show business have not been aware of the independent campaigns carried on in behalf of this picture by Mr. Allvine in the Jewish publications, the Catholic newspapers and magazines and the Protestant publications. Any attention to these campaigns has been carefully withheld from the public generally so as not to create the impression that this was a religious inspiration, but rather corking good entertainment.

No other attraction has ever had such an elaborate electrical display as "The Ten Commandments." The sign on the Putnam building was the largest electrical sign Broadway had ever seen and the novelty effects of the present electrical display on the Criterion theatre have never been previously approached.

The combination of all this advertising has had the result of attracting 1,000,000 persons to spend from 50 cents to \$2.20 to see this picture throughout its sixty-two weeks on Broadway.

Allvine was on the editorial staff of the Kansas City Star during 1917. In 1918 he joined the staff of the New York Tribune, going from there to the publicity department of the Famous Players-Lasky Corp.

H. Z. MITCHELL HEADS MINNESOTA EDITORS

The fifty-ninth annual meeting of the Minnesota Editorial Association was held in St. Paul February 20 and 21. It was the most largely attended convention in the history of the organization, about 400 being present. H. Z. Mitchell (Minnesota Associate) of the Bemidji Pioneer, was elected president.

Editor Mitchell will be remembered for his sparkling address at the Minneapolis Convention in 1923, which was later reprinted in *The Quill*.

NEWSPAPERS AND COLLEGES BOTH INSTITUTIONS—BURTON

The kinship between newspapers and universities is that both are educational institutions, according to President Ernest DeWitt Burton, of the University of Chicago, in a recent address before editors. "They are stimulators and directors of thought, formers of public opinion, and builders of character, and the justification of their existence is that they serve the public."

Declaring the modern university the nursery of research, from which come the most fundamental discoveries on which all practical inventions are based, President Burton said that the newspaper man also "has his own special field of research, and one that is pre-eminently entitled to be recognized as research." He is dealing with facts at first hand and often conducts his research closer to the fact than the historian or the sociologist or the economist.

"As the editors write, so America acts; and America's acts are among the most potent forces for determining the future history of the world," said President Burton. "Give me the wisdom of a wise interpreter of the world's history, let me dictate the utterances of the men of research who sit in editor's chairs, and I will save the world, and so could you under the same conditions.

"We, the newspapers and the universities, are bound to be partners. We are coming closer together than ever before in our definition of our respective tasks, and to a recognition of the obligation to co-operate in it."

THREE NEW ASSOCIATES

Three Oklahoma editors were initiated during February as associate members of the Oklahoma Chapter. Those who received this distinction were the following: John Golobie, Oklahoma State Register, Guthrie; Luther Harrison, editorial writer, Daily Oklahoman, Oklahoma City, and E. K. Bixby, publisher, Muskogee Phoenix.

Associated Press Chief and Grinnell Professor Differ on Modern Press

Two views of the modern daily newspaper were simultaneously expressed at Des Moines and Columbus, Ohio.

The speakers, respectively, were Dr. Edward A. Steiner of Grinnell College, and Kent Cooper of New York, assistant general manager of the Associated Press.

The one charged the newspapers with aiding crime and the other said



KENT COOPER, Assistant General Manager of the Associated Press.

the publications had succeeded because they had dealt with the truth stripped of bias.

Dr. Steiner believes criminals are encouraged by the publicity they are given in the newspapers. Therefore he feels that newspapers should omit everything but the plain facts of crime news.

It is his contention that the average criminal likes to see his picture in the paper and to read descriptions of himself. He believes the criminal likes notoriety, and that, because of that liking, perpetrates deeds of violence against society.

No doubt he is right in some cases, comments the Sioux City, Ia., Journal.

He cannot be correct in all. It is well known that most criminals try to escape detection. They do not wish to be found out. Apprehension means possible punishment. It is doubted that when a criminal plans a crime he ever does so with publicity his goal.

As to Dr. Steiner's statement that crime should "be taken out of the headlines and given its proper place of importance in the paper," that is a thing to be determined by those who produce the publications.

It might follow logically that men who have devoted most of their lives to newspaper making would be better equipped to determine the importance of news of any kind than would be an outsider.

Cooper is a journalist. His work is directly with the gathering and distribution of news. He has been brought into the closest kind of contact with daily newspapers all over the world.

He calls the work done by the newspapers a service of truth coupled with idealism. Cooper's opinion may be acceptable to any newspaper, not because it is more complimentary to the press and therefore, more pleasing, but for the reason that he holds it after years of experience in the journalistic field.

Two courses in journalism are being offered in the evening school of the University of Buffalo, beginning with the second semester of this year. Marc A. Rose, managing editor of the Buffalo Evening News, is conducting a course in editorial writing and Fred McClellan, city editor of the Buffalo Express, is conducting a course in reporting.

Ohio University, Athens, O., has joined the educational institutions offering professional training in journalism. Eight courses in journalism and five in advertising are offered. Professor George Starr Lasher, a former Michigan newspaper man, who has had considerable experience in university teaching, is head of the department.

VICTOR F. LAWSON IS MADE NATIONAL HONORARY MEMBER

Victor F. Lawson, publisher of the Chicago Daily News, who was chosen as a national honorary member of Sigma Delta Chi by the Bloomington convention in November, was initiated by Northwestern Chapter at the Hotel LaSalle, Chicago, on December 29.

The meeting, incident to the meeting of the Executive Council, brought out more than 50 alumni living in Chicago, as well as a number of Sigma Delta Chi journalism teachers who were in Chicago attending the convention of the American Association of Schools of Journalism.

The Paper I Like to Read

(Continued From Page 10)

that it is accepting its responsibilities. But I want to get to this: What are its methods? Well, the paper I like, first of all, is the one that has the dignity every now and then quietly and silently to ignore certain things. I don't mean that it should suppress the truth in any of its aspects, but I do mean that it should recognize that certain things can best be disposed of by not paying the slightest attention to them. There is running in my mind the phrase or sentence of some artist who said: "If you cannot praise a picture, curse it; silence is the one thing I cannot stand." That is the method for some people.

And, finally, I like a newspaper which holds its readers to the recognition that there is in the universe a line and that on the one side of it things are wrong, and on the other side things are right; that the American people will insist upon the recognition of moral issues; and that selfish, aggressive special interests that dominate the people shall be attacked, just as the official who stands for honesty shall be supported. Theodore Roosevelt was the one who really made this true in American political life.—McNaught's Monthly.

Abe Martin on Ancient and Modern Journalism

By KIN HUBBARD

"I'm a gittin' tired o' buyin' newspapers that hain't got nothin' in 'em but beauty hints, editorials on th' unrest in India, eczema ads an' sportin' gossip," said Ex-editur Cale Fluhart, as he threw his mornin' paper away an' lit a certain famous brand that comes three in a pasteboard case.

"Back in th' early seventies before editurs thought anything about money an' patent medicine contracts we used t' print fearless newspapers an' depended on gittin' our cash by strikin' off hoss bills. Once in a long time we took a burdock bitters er a ague ad, but it wuz uncommon an' they wuz hid on th' last page.

"If you wanted t' see a reg'lar editur in them days all you had t' do wuz t' go int' a Republican county an' look up th' editur o' 'Th' Democrat,' er go int' a Democratic county an' hunt up th' editur o' 'Th' Republican.' Everybody knew who wrote ever'thing in th' old time weekly newspaper, an' ther wuzn' no hidin' behind 'Th' Forum' er 'Th' Voice o' th' People.' Editurs wuz perfectly satisfied t' write hot stuff an' take turnips an' apples an' wood on subscription. I've seen th' time when I had so much four-foot wood piled around my office that it looked like ole Ft. Wayne in 1812. Once in a long time when some feller had been tipplin' a little he'd pay cash. We got lots o' railroad passes, too, an' I've taken my whole family t' Niagary Falls an' back on seventy-five cents er a dollar. In th' ole days ever' time ther wuz a weddin' th' editur got some cake, an' if watermelons wuz jist beginning' t' come in all he had t' do was t' print a item like this, 'Carter Brothers, our hustlin' young grocers, have jist received a fine lot o' Georgy watermelons,' an' th' next day they'd send

'Newt Henry is liable t' have a son-in-law before threshin' time rolls 'round. Git ther, Eli!' 'Steve Dunston has swopped fer a Columbus buggy. Whoa, Emma!' 'Aunty Means haint so well,' 'Quite a lot are expected t' th' lantern show at th' grange if it transpires, which is now all th' talk,' 'Rain, rain, rain,' er if it happened t' be dry it wuz, 'Dust, dust, dust.' That seemed t' be jist th' stuff folks wanted, an' it wuz cheap too.

"Ther hain't nothin' easier'n printin' a country paper t'day full o' those who've been cured, boiler plate stories an' items like these, 'Mrs. Edith Mopps an' daughter Edythe Tuesdayed at Morgantown.' 'Vote early,' 'Congressman Bud wuz circulatin' 'mongst his friends here t'day,' 'May th' best man win,' 'A new film at th' Crystal t'night,' 'New kraut at th' Star,' 'At th' beautiful home o' Mr. and Mrs. Tilford Moots, near th' tile works, amid many potted plants an' admirin' friends th' beautiful an' accomplished daughter,' etc., etc., 'New sausage at th' Star' an' 'Nobuddy in jail.' Jist think o' it. When th' modern country editur wants t' git off t' go fishin' he just clips a long column editorial without readin' it an' pastes this at th' top an' prints it, 'Our esteemed contemporary, Th' Charleston News an' Courier, very fittin'ly says,' an' so on. It not only sort o' puts him in a class with th' Charleston paper but it saves him a trip t' th' depot t' meet No. 18 er a interview with th' town gossip.

"Then agin th' present day country editur is allus figurin' on gittin' a postoffice, an' that hurts his fearlessness.

"Th' big soggy Sunday papers that take all day Monday t' rake up er th' worst things, specially th' part that



ABE MARTIN, the Hoosier philosopher, one of our greatest newspaper favorites.

one up t' th' office. Reg'lar editurs used t' allus git th' first peaches an' biggest eggs an' pumpkins an' things. Folks brought 'em in t' git a puff, an' they wuz cheap at that.

"We never used t' criticize a troupe when it come t' th' hall fer it would be a thousan' miles away before th' paper got out, an' anyhow all th' shows wuz good an' never cost over a half a dollar then. Ever' Saturday night when Buck Taylor would git hit with a beer bottle at th' Dolly Varden we didn't print it 'cause he had a good mother an' some sisters. Ther hain't nothin' in th' newspapers t'day that kin touch th' ole time country correspondents when it comes t' fun. We used t' git items from Apple Grove, McGraw's Chapel, Marmon's Valley, Lazy Holler an' Fiptown an' they'd run like this: 'Th' farmers er makin' sugar water,'

tells how t' build a \$35,000 modern residence for \$1,500 an' th' 'Woman's Section.' It seems like girls don't ask ther mothers anything any more, but depend entirely on some frouzy headed writer that rooms out on th' edges an' eats at th' Busy Bee an' don't know no more 'bout reducin' th' bust or bleachin' th' hair than a rabbit. 'Is ther any squeezin' process known that'll enliven pale ear lobes fer an entire evenin'?' 'Must I keep both feet on th' floor while cuttin' a round steak?' 'My father has lost ever'thing in a western mine. Can you suggest some light remunerative an' dignified employment fer a young girl with auburn hair that will not interfere with her Swedish chest exercises?' Where will it all end? What we really need in this country is a recall fer Sunday editurs.'



PROF. H. H. HERBERT
Director, Oklahoma School of
Journalism

"HELL AND MARIA" PICKS S.D.C. MAN AS SECRETARY

Vice-President Charles G. Dawes has announced the selection of E. Ross Bartley (Indiana '16), member for several years of the Washington staff of the Associated Press, as his secretary. Mr. Bartley's home is in Lafayette, Ind. For a time he was assigned to the White House and during the pre-election campaign of Mr. Dawes covered the new vice-president.

A Standard School of Journalism

By H. H. HERBERT, (*Illinois '12*)

Director, Oklahoma School of Journalism

What constitutes a standard school of journalism?

This question, which occasionally occurs to newspaper editors and publishers, has for a year engaged the attention of the Council on Education for Journalism, consisting of the heads of five of the oldest schools of journalism in the country. This council, on December 29 and 30 in Chicago, made its report to the American Association of Teachers of Journalism and the Association of American Schools and Departments of Journalism, the two organizations which created it in 1923.

Briefly, the report of the council, which was adopted by the two associations, declares that adequate preparation for journalism implies a four-year course of study in a first-class college or university. Such a course should include, not only professional training, but thorough studies in certain fundamental subjects, as history, economics, government and political sociology, literature, natural science, and psychology or philosophy.

The teaching of these subjects should stress not merely acquisition of knowledge but independence of mind and an honest quest for the truth, on the assumption that the journalist of the future must more and more assume the position of a leader in society. Journalistic technique has its place, the council believes, but it must not be allowed to overshadow a liberal education as the best preparation for journalism.

Specifically, the report provides the following requirements for a standard school or department of journalism: (1) Organization as a separate academic unit, with a dean, director or professor at its head; (2) four years' work for the granting of a bachelor's degree; (3) statement in connection with the degree showing that it was earned in journalism; (4) inclusion of fundamental liberal arts subjects in the four-year course of study; (5) inclusion of reporting, copyreading, editorial writing, the writing of special articles, history and principles of journalism, and law of the press as professional subjects in the course of study; (6) constant individual criticism of students' work by competent instructors, and the publication of students' work in so far as it is practicable; (7) arrangements for doing actual reporting in all news writing courses; (8) provision that no academic credit be given for work not done as a part of a regular course under the immediate supervision of an instructor; (9) provision for a sufficient number of instructors to give individual attention to students; (10) encouragement on the part of school authorities of research work by instructors; (11) provision of books on journalism and necessary laboratory equipment for the use of students; (12) maintenance of such high standards as to prevent students lacking in knowledge, ability and proficiency from receiving degrees in journalism.

With the adoption of these essential requirements, education for journalism is placed upon a plane higher than it has ever occupied, and the way is paved for the fixing and maintenance of still higher standards in the future.

THE QUILL

The Quill is published by The Service Press, 111 N. Walnut St., Champaign, Ill., in the months of January, March, May, August, October, and December. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American and Canadian colleges and universities.

Official publication of Sigma Delta Chi, International professional journalistic fraternity, founded at DePauw University, April 17, 1909.

CHESTER W. CLEVELAND
Managing Editor

Entered as second-class matter at the postoffice at Champaign, Ill., under the Act of August 24, 1912.

Subscription rates: \$1.00 per year, in advance, to both members and non-members; Life, \$20.00.

MARCH, 1925

"Sigma Delta Chi declares itself as solidly opposed to the debasement of the press as an institution and of journalism as a profession, by any catering to morbid and depraved curiosity.
"It's members believe firmly that the good taste and intelligence of the public are often greatly underestimated, with resultant production of publications that neither honor journalism nor serve democracy. The press will render distinct service to the public if it will moderate its reports with respect to transgressions of moral laws. Sordid details and gross over-emphasis of the importance of such news are too common to need citation, and merit unreserved condemnation."—Resolution adopted at 1922 Convention.

ANOTHER FAREWELL ISSUE

The swan song of the editor of the Quill, as published in the last issue, will probably be regarded in the same light as one of Sarah Bernhardt's numerous farewell tours, inasmuch as we have yielded to the Quill Board and are back on the job.

However, the relapse is only temporary, as one of these days the Quill Board hopes to be able to pick a managing editor from the field of applicants. With good luck prevailing, he should be able to make his initial bow with the May issue.

The following note received from Russell Lord (Cornell), who is on the editorial staff of Farm and Fireside, New York, on the eve of the deadline of this positively-the-last farewell number, is hereby acknowledged with thanks:

"I don't often do things like this, but your January Quill just arrived, and moves me to drop you a note.

"I think it is a corking good issue. The two articles on journalism schools are hot stuff on a live subject. And thanks, thanks for the editorial, 'This Brother Stuff'!"

"As you may have heard, I have slammed the Quill as it has been, in general, under

yours and previous editorships, and it's only fair for me to eat a few of my words, as to your last few issues, and especially the very last one."

ALUMNI CHAPTERS

In our over-organized world Sigma Delta Chi alumni chapters are existing, and that is about all.

Unless these important units can offer something more than a 75-cent dinner for \$1.50 or \$2.00, and an opportunity to rub elbows with a group of accountants, bank clerks, and bond salesmen—all good fellows, mind you—they will soon lose their appeal to professional journalists.

The man who is a Sigma Delta Chi at heart is more concerned with the principles and possibilities of our great organization than with the social contact it affords.

Of course, we're all Sigma Delta Chis together, and we should have alumni gatherings at stated intervals, but we should insist that such meetings should be held along strictly professional lines.

Why are some of our metropolitan alumni chapters drawing from less than 10 per cent of their potential membership? Simply because the meetings have been conducted along lines used by most social organizations.

The fraternity's strength lies with the alumni, according to recent opinions. If such is the case, then why isn't something being done to really and truly educate the alumni as to what Sigma Delta Chi is doing and hopes to accomplish along the lines of constructive and ethical journalism?

Western Reserve University, Cleveland, has announced that it will install a department of journalism, beginning with the second semester of the current school term, instituted because of the demand from students and prospective students for the course. Prof. Walter J. Graham, assistant in the department of English, will be in charge.

Students of journalism at the University of Arkansas are forming a press club. J. Wymond French (Indiana), assistant professor of journalism, and Gustav M. Oehm (Missouri), editor of the Agricultural Extension Division Publications, are in charge.

Directory of Active Chapter Secretaries

(Kindly inform the Editor of any corrections)

DePauw—Dwight Pitkin, Sigma Nu House, Green-castle, Ind.

Kansas—L. G. Cutler, 1323 Kentucky St., Lawrence, Kan.

Michigan—Paul L. Einstein, 2006 Washtenaw Ave., Ann Arbor, Mich.

Washington—Ed Anderson, 1605 E. 47th St., Seattle, Wash.

Purdue—R. C. Woodworth, Phi Delta Theta House, W. Lafayette, Ind.

Ohio State—Albert E. Segal, 174 E. Woodruff Ave., Columbus, O.

Wisconsin—Elmer L. Barringer, 415 N. Henry St., Madison, Wis.

Iowa—Graham M. Dean, 200 Quadrangle, Iowa City, Ia.

Illinois—Edwin Liebert, 407 E. Daniel St., Champaign, Ill.

Missouri—Edwin M. Williams, 102 Glenwood, Columbia, Mo.

Texas—Stewart Harkrider, 2310 Guadalupe St., Austin, Tex.

Oregon—Theodore C. Janes, 738 E. 13th St., Eugene, Ore.

Oklahoma—Harold R. Belknap, 429 E. Main St., Norman, Okla.

Indiana—Lowell F. Arterburn, 507 E. Smith Ave., Bloomington, Ind.

Nebraska—Mark M. Werner, 348 N. 14th St., Lincoln, Neb.

Iowa State—Harold L. Harris, 304 Welch Ave., Ames, Ia.

Stanford—Donald C. McKay, Toyon Hall, Palo Alto, Calif.

Montana—V. D. Corbly, 1204 Poplar St., Missoula, Mont.

Louisiana—Robbin Coons, 1039 Louisiana Ave., Baton Rouge, La.

Kansas State—C. W. Claybaugh, 1606 Fairchild Manhattan, Kas.

Beloit—Don Burchard, 1248 Chapin St., Beloit, Wis.

Minnesota—Chester D. Salter, 1623 University Ave., S. E., Minneapolis, Minn.

Knox—Clayton S. Gustafson, 968 Bateman St., Galesburg, Ill.

Western Reserve—Donald Oviatt, 126 E. 21st St., Euclid, O.

Grinnell—James Work, Dibble Hall, Grinnell, Ia.

Pittsburgh—Donald J. Schmadel, 2038 Monongahela Ave., Swissvale, Pa.

Columbia—Clinton E. Metz, Livingston Hall, Columbia Univ., New York, N. Y.

Colorado—Walter R. Humphrey, 1005 12th St., Boulder, Colo.

Cornell—Charles B. Howland, care Cornell University, Ithaca, N. Y.

Oregon State—Bernal Dobell, Sigma Phi Epsilon House, Corvallis, Ore.

Marquette—Earle Schlax, 1115 Grand Ave., Milwaukee, Wis.

North Dakota—Ralph B. Curry, Beta Chi House, Grand Forks, N. Dak.

Northwestern—Robert L. Howard, Beta Theta Pi House, Evanston, Ill.

Toronto—D. M. Halliday, 93 St. George St., Toronto, Canada.

Washington State—James E. Leslie, Beta Theta Pi House, Pullman, Wash.

Drake—Thomas W. Duncan, 1050 33rd St., Des Moines, Ia.

California—H. Elliott Cassidy, 2250 Piedmont Ave., Berkeley, Calif.

Crawford, Associate Heads Teachers of Journalism Association

Prof. Nelson Antrim Crawford, head of the department of industrial journalism at the Kansas State Agricultural College, Manhattan, was elected president of the American As-



NELSON ANTRIM CRAWFORD
Kansas State Associate

sociation of Teachers of Journalism at the meeting of the association in Chicago during the holidays. Professor Crawford also retains his place as a member of the Council on Education for Journalism, a board which is a joint product of the association of journalism teachers and of the American Association of Schools and Departments of Journalism.

Professor Crawford has been head of the department of journalism at the Kansas State Agricultural College since 1918. He is a former president of the American Association of Agricultural Editors, and national chancellor of the American College Quill club. His book, "Ethics of Journalism," published last year, is the first text ever written on the subject. He is associate editor of *The Midland*, a magazine of the Middle West, and last year published a book of verse entitled "The Carrying of the Ghost."

Ethics of journalism, current periodicals, history of journalism, advertising and circulation promotion, research in industrial journalism, and the new poetry are subjects which come under Professor Crawford's jurisdiction at K. S. A. C.

NEW MISSOURI BULLETINS

The School of Journalism at the University of Missouri is doing a fine piece of constructive work through its series of bulletins on various topics relating to journalism. The latest of these bulletins, "Journalistic Ethics and World Affairs," takes up the following subjects: "Some Journalistic Ethics," by W. J. Sewall, editor of *The Carthage (Mo.) Press*; "Gathering News in America and Elsewhere," by Karl A. Bickel, president United Press Association, New York; "British and American Journalism," by Percy Sutherland Bullen, American representative of the London Daily Telegraph; "News and Other Features of the Newspaper," by M. Koenigsberg, general manager of the International News Service, Inc., New York; "Ideals and Methods of English Newspapers," by Sidney F. Wicks of the Manchester Guardian, Manchester, England; and "Journalism in Japan," by Kinuji Kobayashi, formerly editor of *Chuo*, Tokio.

Copies of this bulletin may be obtained upon application to Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Missouri.

MISSOURI JOURNALISM WEEK

With the possibility of obtaining President Coolidge as the guest of honor, the sixteenth annual Journalism week at the University of Missouri has been advanced from May 10-16 to May 4-9. Dean Walter Williams recently extended a personal invitation to the president to attend.

TIMES HAS BIG MORGUE

In the files of the "morgue" of the *New York Times* are biographical sketches of more than 213,500 persons who have figured in the news.

John C. Eastman Wills Chicago Daily Journal to Veteran Employees

Under the will of John Coates Eastman, publisher of the *Chicago Daily Journal*, who died on January 25, 1925, his entire estate, including ownership of the newspaper, was be-



JOHN COATES EASTMAN
Late Chicago Publisher

queathed to three of the men who were his chief aids in the management of the Journal during the 20 years he was proprietor.

The heirs are: W. Frank Dunn, O. L. Hall, and H. C. Deuter, respectively, vice-president, dramatic editor, and auditor.

The Journal, 80 years old, is Chicago's oldest daily newspaper.

LUCKY CHAP

A green reporter made the following writeup of a hold-up and robbery:

"Fortunately for the deceased, he had deposited all his loose money in the bank, the day before, so that he lost practically nothing but his life."

George H. Godfrey (Oregon) is university correspondent for the *Christian Science Monitor* of Boston, and is editor of the Eugene, Ore., *Heilig Theatre Newsyvents*.

Chapters at California and Drake Installed by Tapping and Clark

The University of California chapter of Sigma Delta Chi was installed by Past President T. Hawley Tapping at Berkeley on February 9.

Sixteen charter members were initiated. The ceremony was held in the Borgia Room of the St. Francis Hotel, San Francisco, which was followed by a banquet. The ritualistic work was put on by undergraduate members of the Stanford University chapter. Alumni from San Francisco, Oakland and Berkeley took part in the initiation.

The University of California chapter has elected a number of influential coast newspaper men as associate members and will initiate them at their March meeting.

Officers of the new chapter are: William Douglas Spencer, president; John Vincent Brereton, vice-president; H. Elliott Cassidy, secretary; C. D. Forrest, treasurer, and Prof. Chas. H. Raymond, faculty adviser.

The Drake University chapter of Sigma Delta Chi was installed by National Secretary Donald H. Clark at Des Moines on December 15.

Both the Iowa State College chapter and the Des Moines alumni chapter assisted with the initiation services. Twenty active and one associate members were initiated as charter members.

The banquet following the initiation was held at the Grant Club and was attended by about twenty members of the Des Moines alumni chapter and representatives of the active chapters from the University of Iowa, Iowa State College and Grinnell College, in addition to the Drake men. D. W. Morehouse, president of Drake University, spoke at the banquet and gave a cordial welcome to the new chapter.

The officers of the new chapter are: Eugene R. Page, president; Ralph L.

NEW NATIONAL TREASURER



ROY L. FRENCH

The Tenth Annual Convention at Bloomington, Ind., in November named Roy L. French as National Treasurer.

He is the man to whom the Fraternity is greatly indebted for the generalship which put over the Quill Endowment Fund campaign during the past year. His work on the Executive Council to which he was elected by the Minneapolis Convention was of a high calibre.

National Treasurer French is an alumnus of the University of Wisconsin, class of 1923. He is assistant professor and head of the department of journalism at the University of North Dakota, Grand Forks. He is a member of Theta Delta Chi.

Jester, vice-president; Thomas W. Duncan, secretary; Paul F. Jamieson, treasurer; William A. Cesena, Quill correspondent, and Prof. Lewis Worthington Smith, faculty adviser.

C. D. Byrne (Wisconsin '21), is head of the new department of rural journalism and printing at South Dakota State College.

Guy P. Webb (Oklahoma '24) has been transferred from the Cleveland Press to the Oklahoma City, Okla., News.

Thirty

ALFA E. BYE (North Dakota '24) died in Henrotin Hospital, Chicago, on February 3, 1925, of sleeping sickness.

After graduation he came from his home in Grand Forks, N. D., to Chicago to enter the employ of the Jewel Tea Co. He was also a member of Beta Theta Pi.

ST. LOUIS PAPER BRINGS SUIT TO PROTECT NAME

The right of a newspaper to keep other publications from capitalizing on the good will and business it has established through its name is called into question in a suit filed by the St. Louis Post-Dispatch to compel the Houston (Tex.) Post-Dispatch to change its name.

The St. Louis paper claims that its name is, in effect, what a trademark is to any other line of business and that the publisher has as much right to prevent encroachment upon it as a merchant would have to proceed against a competitor who used his trademark.

Should the St. Louis paper be upheld in its suit, it is believed that a number of papers over the country would be forced to change their names.

Mark Twain, when editor of a small town paper, received a letter from a superstitious subscriber, saying that he had found a spider in his paper, and asking whether that was a sign of good luck or bad. The humorist printed the following answer: "Finding a spider in your paper was neither good luck or bad luck for you. The spider was merely looking over the paper to see which merchant is not advertising, so he can go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward!"

**PUBLIC ENTITLED TO
ALL NEWS, PUBLISHER
OF CHAIN PAPERS SAYS**

"Anything that affects the public, the public is entitled to know."

That is one of the precepts laid down for the small town editor by Irl H. Marshall, member of the Iowa chapter of Sigma Delta Chi, publisher of twenty-two affiliated weekly newspapers in Illinois, speaking recently at the Medill School of Journalism on "Small Town Newspapers as Seen by a Chain Publisher."

The suppression of news in which the public has an interest is bad policy, Mr. Marshall believes, but he also holds that the publishing of private affairs that can accomplish no purpose except bring disgrace to a few, is equally poor judgment. No advertiser, national or local, should be allowed to dictate the editorial policy of a newspaper, or get a biased account of any happening in order to further his own ends.

"The royal road to fortune lies through the advertising columns," Mr. Marshall said. "It costs quite as much to publish a paper with a few ads as it does to put out an edition carrying a large per cent of advertising. Therefore, the newspaper owner who works up his advertising is building for a bigger and better paper. College men who start out on small papers are usually energetic, and often work up a surprising amount of business for the editor, who sometimes prefers to sit in his easy chair and write editorials. This field, I think, is worth the attention of college men.

"Local news takes first place in the small town paper, county and state news comes next, and national news is least important, as most of the subscribers usually take a larger daily in which they get all the foreign news they require.

"No small town paper should try to compete with the great dailies in the field of national or state news, but should cultivate the one particular field in which the great daily cannot

MARQUETTE ASSOCIATE



PROF. J. L. O'SULLIVAN

A new Marquette Chapter associate member is Prof. J. L. O'Sullivan, formerly with the United Press Association, now a member of the faculty of the Marquette college of journalism.

Professor O'Sullivan graduated from Marquette 10 years ago, and has been in the newspaper game ever since, first with the Milwaukee Sentinel, then with the United Press. In Kansas City, he organized and directed the operation of one of the largest news gathering and distributing points under the jurisdiction of the press organization, having charge of the collection and distribution of news in 30 states. He left this work to teach journalism at Marquette.

compete—that of the news of the small town man's neighbors. Names are the stock in trade of the small paper, and they should use all they can gather. Whether they admit it or not, everyone likes to see his name in print."

Subscribe to The Quill for life, \$20.00. Write the National Secretary today!

Join the Alumni Chapter in your town.

**PITTSBURGH ALUMNI
CHAPTER HEARS
C. F. LEWIS OF SUN**

Members of the Pittsburgh Alumni Chapter were addressed by Charles F. Lewis, chief editorial writer of the Pittsburgh Sun, on "Trends in Journalism" at a dinner given at the Faculty Club of the University of Pittsburgh on January 30. Owing to a heavy snow storm many who had promised to come were unable to be present. Accordingly the brothers present were forced to pay for the dinners of the absent ones who had promised to come and so each went home with roast chicken under his arms.

Monthly dinners with Pittsburgh editors and journalists as speakers are planned for 1925. Charles R. Foster, Jr. (Pittsburgh '23), is president of the group and Harry I. Berlovich (Iowa State '20) is secretary. There are 45 members of the fraternity located in the Pittsburgh district who are members of the alumni chapter.

**ORIGIN OF SIGMA DELTA
CHI BADGE MADE KNOWN**

Interesting history linking the story of the founding in 1909 of Sigma Delta Chi, national professional journalistic fraternity, to Phi Gamma Delta is related in an issue of the journalists' convention daily which has found its way to the office of The Phi Gamma Delta.

The badge of Sigma Delta Chi, according to the story, took its form from the badge of Delta Tau Delta. The lamp on the emblem came from Phi Kappa Psi; the scroll from Phi Delta Theta; the star from Phi Gamma Delta, and the dark background from the pin of Delta Kappa Epsilon.

Fijis has been active in the national organization of Sigma Delta Chi. Ward A. Neff (Missouri '13) was formerly president of the order and Peter Vischer (Cornell '19) is past vice-president and treasurer.—The Phi Gamma Delta.

**WILLIAMS SAYS DAY
OF SPECIALISTS IN
NEWS WRITING HERE**

"I'm looking for a job," remarked the young man to the editor.

"Well, what can you do?"

"I've had general newspaper experience."

"Fine, but what can you specifically do? Politics? Radio? Business? Finance? Law? Economics? Literature? Agriculture? What is your specialty?"

These are the questions asked neophyte newspaper men today, according to Dean Walter Williams (Missouri Associate) of the University of Missouri School of Journalism, Columbia, Mo., who was interviewed in New York this week, and who believes that "specialization is the chief characteristic of the new journalism."

In the course of the interview, Dean Williams made the startling statement that the demand for newspapermen far exceeds the supply. This state of affairs, he said, is true in the smaller cities of the country.

"But what the newspaper editors of today are looking for are specialists in some line," he added.

"The trouble with the old-school newspaper man was that he knew a little about a lot of subjects, but stopped right there.

"He had a thin smattering of knowledge on a great variety of matters. If he was vivacious and facile with his pen he could play on this knowledge to a certain extent over a period of time.

"It was, however, an ability which soon wore out; and after it was gone, the newspaper man was thrown to the discard by the editor, who was continually on the outlook for new talent.

"Now the tendency is for men who plan to enter journalism to sink their roots down into some one subject in which they can become an authority. They are the sort of men sought for by the editors. Their job remains sure.

"Authoritativeness is what holds down a job."

Dean Williams traced the development of this "new journalism" as seen in the word of the school he heads. When the school was founded 17 years ago, he said, there was considerable hesitation on the part of editors to ask journalism graduates to become members of their staffs. But now this attitude has entirely changed. They are asking for men trained along some specific line, well grounded, however, in general knowledge.

"It is remarkable," he explained, "the number of calls we receive for agricultural editors, for instance. We are also being requested for men who have studied radio, who have taken a course in general electricity, plus a history of the development of radio itself.

"A foreign correspondent came to me a short time ago, and told me he wished he had spent more time in college studying international polities, governments, and economics. It would have helped him far more than the idea of general newspaper training and writing, which he had followed.

"The specialist makes journalism a profession," he concluded. "He has a field, which no one can take away from him."—Editor & Publisher.

**COLLEGE FRATERNITIES NOW
DEMAND GENUINE EDITORS**

Professionalism is gradually coming into its own in the college fraternity magazine field, if the increasing number of college trained journalists editing such publications is any criterion.

Among Sigma Delta Chis so engaged are: Charles A. Mitchell (Nebraska), editor of The Tomahawk of Alpha Sigma Phi; T. Hawley Tapping (Michigan), editor of The Triad of Acacia; William D. Boutwell (Illinois), editor of The Logos of Alpha Kappa Lambda; Frank W. Scott (Illinois), editor of The Palm of Alpha Tau Omega; Robert Mason (Ohio State), editor of The Delta Chi Quarterly; Frank C. Ferguson (Maine), editor of The Caduceus of Kappa Sigma; Bruce H. McIntosh (DePauw) business manager of The Purple, Green and Gold of Lambda

Chi Alpha; Samuel M. Kootz (Virginia), editor of the Phi Epsilon Pi Quarterly; Grayson L. Kirk (Miami), editor of The Laurel of Phi Kappa Tau; K. D. Pulcipher (Illinois), associate editor of The Shield and Diamond of Pi Kappa Alpha; Chester W. Cleveland (Illinois), editor of The Sigma Chi Quarterly; Clifford B. Scott (Nebraska), editor of the Sigma Phi Epsilon Journal; Chester R. Anderson (Illinois), editor of the Sigma Phi Sigma Monad; Leland F. Petersen (Minnesota), editor of The Teke of Tau Kappa Epsilon; and George Macy (Columbia), editor of The Zeta Beta Tau Quarterly.

Cleveland, besides being editor of The Sigma Chi Quarterly, has for the past two years been editor of The Quill of Sigma Delta Chi, thus furnishing the first instance in connection with the college fraternity system where a member has served both his social and professional fraternity, simultaneously, as editor. He is also secretary of the College Fraternity Editors' Association, which meets annually in New York City in conjunction with the Interfraternity Conference, which, by the way, has Peter Vischer (Cornell), past national vice-president and treasurer, as chairman of its publicity committee.

REPORTER COMPENSATION

The Ohio State Industrial Commission established a precedent in granting an award to Joseph J. Flanagan, reporter on the Toledo Times, under the workman's compensation law. It was the first claim ever filed by a reporter.

Flanagan was in Lakewood, Mich., covering a community celebration and, while talking with members of the entertainment committee, a fireworks bomb exploded and injured him. The commission held that:

A reporter always is on duty.

His duties may extend beyond the state in which he is employed.

They are called upon to assume risks similar to those of a fireman or policeman, and entitled to compensation for injuries so received.

Relics of Amateur Journalism

The Fossils, Organization of One Time Journalists, Has Some Prominent Men On Its Roster.

The little red school house and the old swimming hole have been eulogized exhaustively by poets, after-dinner speakers, and political aspirants. But it has remained for a single group of men, the Fossils, to keep green the traditions of the boy's printing press and the silver-penned boy editors of 50 years ago.

According to the dictionary, a fossil is a person or thing antiquated or out of date. The Fossils is a club composed of men who were once, in their boyhood days, amateur journalists. Amateur journalism, as known to the boys of from 30 to 50 years ago, is certainly antiquated and out of date. So some years back the ex-amateurs banded themselves together and humorously dubbed themselves the Fossils.

So far as amateur journalism is concerned, they may be fossils, but the name does not seem to describe them otherwise. Thomas A. Edison is a Fossil. So are Governor Sproul of Pennsylvania, Senator Moses of New Hampshire, Cyrus K. Curtis, Charles Scribner, Josephus Daniels, and some 200 other men who are still marching along with the times.

One and all, however, they are proud of being the fossils of amateur journalism. They like nothing better than to gossip about the days when each was an editor and helped to mould public opinion. One Fossil says that when Edison was invited to join the club the inventor went upstairs and came back with faded copies of his paper that he had kept since boyhood among his most valued possessions.

There are almost no amateur papers of this sort printed today. But between 1870 and 1890 there were at least 600. Almost all of them were the projects of boys in their teens. The boy's printing press was comparatively new, and to own a press was the great ambition of many a boy in those days. The happy owner at once went into the printing business, generally combining the printing with a literary career in order to have something to print. Most often one boy would be the entire staff of a publication, from editor, business manager, and reporter to printer's devil and newsboy. The little sheets, some of them containing eight, and even sixteen pages, were almost always published monthly.

A paper of this type enjoyed only a small and select circulation except when some unusual feature caused a run on an issue. A story of one record sale is told by George M. Huss, who is now assistant director general of the Railroad Administration, and who is also known as the man who surveyed the Syrin-Ottoman railway from Haifa to Damascus and built a bridge across the River Jordan.

Mr. Huss says that one memorable month his paper, the Buckeye Boy, sold to a most gratifying extent. While newsboy Huss was busily filling orders, editor Huss was proudly reflecting that his home town had at last recognized his literary genius. But a friend explained the sudden demand for the Buckeye Boy, and the young editor's faith in a discriminating public dwindled.

The Tale of a Doctor's Dog

One item in the paper had read: "It is a curious phenomenon of an instinct that every morning Dr. Parson's dog runs around the school house."

The reason for this phenomenon as the entire town well knew, was that the doctor had been courting the school mistress, and for a time he had made a practice of visiting the schoolhouse each morning and walking around it. The doctor had discontinued these pilgrimages, but the dog still visited the school at the accustomed time. The tale of the doctor's dog, so innocently printed by the boy editor, was one which more mature editors of the community lacked the nerve to print.

That was the Buckeye Boy's high water mark. For the most part the editors of the amateur papers had to depend on other youthful editors of the country for appreciation, criticism and interest.

In those days, Mr. Huss says, there was a postoffice ruling by which newspapers could be weighed and postage paid per pound at second-class rate. Under this ruling a great many papers could be sent to the four corners of the country for a few cents and the boy editors used to exchange their publications. There was no profit in this, but the amateurs were not in the game for profit anyway, and exchanging papers was one of the most absorbing interests of the business.

Since money was scarce with the boy editors they did not buy many contributions. Generally an editor could easily write enough copy, including editorials, poems, local items, serials, and jokes, to fill his own sheet. But the amateur journalists watched one another's publications closely, and if a boy seemed weak on his rhymes or his plots, he was apt to receive numerous offers of copy submitted at the usual rates by more versatile writers.

Twenty-five or 50 cents was the usual price for a contribution.

Josephus Daniels' Offer

Most of the struggling editors were more anxious to dispose of their own surplus copy than to purchase material from their fellow journalists. Thus, Mr. Huss has in a scrapbook a post card from Josephus Daniels, offering to sell him a story for 30 cents. Mr. Huss ran across this piece of unanswered

correspondence not long ago and decided to write to Mr. Daniels about it. He wrote that he regretted his delay in replying, but that he would be glad to accept the story at the price quoted by the author.

Mr. Daniels replied in equal seriousness that he believed, according to the statute of limitations, he could no longer be held to his offer and that he would be obliged to withdraw it.

Mr. Daniels is one of the few amateur journalists who have become professionals. One of the Fossils estimates that about one-third of the boys who were so eager for literary fame are now connected with literary work of some sort, but not many of them are journalists.

Twice a year the Fossils publish a Fossil magazine for their own enjoyment, and they gather for occasional meetings and for the annual banquet.

One of the topics of conversation when Fossils get together is as to why the amateur journalist has become extinct. The change in postoffice rulings which prevented the papers being mailed in large lots cheaply was a fatal blow to the amateur publications. Yet other less obvious causes have had something to do with the decline of amateurdom.

The chief explanation offered is that the boy of today has more money, more pleasures, and more interests than the boy of the seventies, or even of the nineties. If a boy has literary leanings he writes for his school paper.

The high school or college paper is not the same type of publication as the old amateur sheets, the Fossils say. The school paper is governed strictly by school policies and it contains chiefly school news. The amateur papers, on the other hand, were written entirely according to the editor or group of editors. Some of the boy journalists were impressed by the fact that the press has a serious mission. They printed weighty editorials and called their papers by such impressive names as the Censor, the Oracle, and the Reformer. Other editors whose minds ran more to the popular and humorous called their sheets names such as the Imp or the Young Joker.

At the height of the amateur journalistic period almost every town possessed at least one proud boy editor and some places had half a dozen. Then, after the nineties the new generations of boys had new interests.

The Fossils say that the old style of amateur journalism cannot return, and that the Fossils will die out gradually. They limit their membership to the amateur editors and printers of the real amateur journalistic period and they are satisfied to see their membership diminish rather than increase.

They are a cheerful, chuckling group. Even when they think of the far future they look forward philosophically to what one of them calls "a sad but beautiful time when the last of the tribe will sit in solitary silence at a Fossil dinner, and drain a glass of old wine (vintage of 1920) to those who in the course of nature no longer live except in the happy memory of that single survivor."



WITH SIGMA DELTA CHI AFIELD

Leo Morrison (Oklahoma) is an artist on the Daily Oklahoman, Oklahoma City.

Vinson Lackey (Oklahoma) is an advertising artist on the Oklahoma City News.

Carl Leathwood (Oklahoma) is managing editor of the Illinois Miner, Springfield, Ill.

Kenneth McCandless (Nebraska '22) is a reporter on the Christian Science Monitor at Boston.

Wesley I. Nunn (Oklahoma) is advertising manager of the Marland Oil Co., Ponca City, Okla.

Bruce Ashby (Grinnell '22) is now connected with the J. Walter Thompson advertising agency in New York City.

Albert P. Shimberg (Marquette '23) is employed by The Trades Press Publishing Company of Milwaukee.

Arthur Rudd (Oregon '24) is doing free lance writing for the New York dailies while attending Columbia University.

Charles W. Harner (Illinois) has left the Springfield, Ill., Journal staff for the Chicago Tribune.

Fred Guyon (Oregon '23) is now city editor of the Eugene Daily Guard, after working for some time on the Klamath Falls Evening Herald.

Lyman H. Thompson (Knox '17) formerly of New York, is now at 926 American Ave., Long Beach, Calif., with the Country Gentleman.

Edward R. Egger (Missouri '18), formerly a Tokyo newspaperman, is at Springfield, Ill., during the session of the Illinois legislature.

Ray H. Pfau (Marquette '23) has changed from the real estate run of the Milwaukee Journal to the staff of the Indianapolis Star.

Announcement has been made of the engagement of Martin Lang (Marquette '24) to Miss Helen Daly of Milwaukee. Mr. Lang is now employed by the Milwaukee Journal.

Floyd Maxwell (Oregon '23) is motion picture editor of the Portland Oregonian. He was recently appointed editor of a weekly news reel produced by the Oregonian.

Walter Fitzmaurice (Marquette '24) is a reporter on the Milwaukee Sentinel.

Ted Janes (Oregon '25) is working for the Astoria, Ore., Evening Budget.

Arne G. Rae (Oregon '23) is editor of the Tillamook, Ore., Herald.

Carlton Logan (Oregon '22) is city editor of the Salem, Ore., Statesman.

John T. Vogel (Columbia) is with the Australian Press Association.

Ted R. Gill (Oklahoma) is Associated Press correspondent at Wichita, Kan.

Joseph Ator (Illinois '24) is connected with the City News Bureau, Chicago.

Edmund Carpenter (Marquette '23) is in charge of the Marquette University News Bureau.

Raymond Clapper (Kansas '16), secretary of the Washington Alumni Chapter, is with the United Press in that city.

Lyle Kelling (Oregon Associate), a graduate of Whitman College, is news editor of the Eugene, Ore., Daily Guard.

J. L. Serymgeour (Michigan Associate) has joined the advertising staff of the Burroughs Adding Machine Co.

John Piper (Oregon) is connected with the Associated Press in New York City. He formerly worked for the North American Newspaper Alliance there.

Arch Rodgers (Missouri) has resigned as editor of the Sweet Water, Tex., Reporter to accept a position with the foreign news department of the United Press in New York.

Arthur Hantschel (Marquette '23) is editor of Peacock Feathers, official news organ of the Cudahy Brothers Packing Company of Cudahy, Wis.

Herman Roe (Minnesota), editor of the Northfield, Minn., News, has been elected president of the Minnesota Agricultural Society.

Edward Harrigan and John Meara (Marquette '25) were recently elected to membership in the Milwaukee Press Club. They are both on the staff of the Milwaukee Sentinel.

Ernest F. Birmingham (DePauw Associate) is the new editor and publisher of The Fourth Estate, which styles itself as "a newspaper for the makers of newspapers and for the national advertiser."

Lawrence Keating and Earle Schlax (Marquette) are broadcasting their musical sketches weekly over WHAD, Marquette University, the Milwaukee Journal radio broadcasting station.



SHERMAN J. McNALLY (Iowa), whose essay won second prize in the 1923 Quill Ethics Contest, has joined the staff of the Waterloo, Ia., Evening Courier.

James Powers (Marquette '24) and Arthur Wiesner (Marquette '21) are on the staff of the Wisconsin News in Milwaukee. Mr. Wiesner is assistant sporting editor and Mr. Powers is a feature writer.

Francis J. Starzl (Iowa) has resigned as managing editor of the Iowa City Press-Citizen to join the Des Moines Register and Tribune Syndicate. He has been succeeded by Graham M. Dean (Iowa).

The Rochester, Ind., News and the Rochester Sentinel have combined, and the new daily resulting is being published as the Rochester News-Sentinel. Hugh A. Barnhart (Indiana '15) is editor and publisher.

Carl Ochs (Marquette '24) is writing features for the Dubuque Daily Tribune.

Cyrus Rice (Marquette '23) is a police reporter on the Milwaukee Journal.

J. Sydney Lechleidner (Marquette '24) is joint owner of a newly founded printing company in Milwaukee.

Lyle Wilson (Missouri '21) of the New York office of the United Press was recently married to Miss Cosma Voss in New York.

Bertram G. Zilmer (Wisconsin), formerly on the Milwaukee Journal, is now on the copy desk of the New York Evening Post.

Eugene Kelty (Oregon '23) is associated with his father in publishing the Eugene, Ore., Daily Guard.

Eugene Short (Oregon '24) is employed in the advertising department of Power's furniture store in Portland.

Arthur Tiller (Marquette '23) is in charge of the Chicago Tribune's Wisconsin news bureau in Milwaukee.

W. G. Lacy (Missouri '20) is now director of publicity for the National Farm Radio Council, 58 E. Washington St., Chicago, Ill.

J. C. Allen (Oregon '23) is connected with the Paris department of the Chicago Tribune while studying at the University of Paris.

John Anderson (Oregon '23) has recently been promoted from reporter to city editor of the Marshfield, Ore., Coos Bay Times.

Joseph Helfert (Marquette '21) is Wisconsin manager of the United Press news service in Milwaukee.

Ted Bernstein (Columbia) covers all non-athletic news of Columbia University for the New York Herald-Tribune.

Raymond D. Lawrence and Randolph Kuhn (Oregon) are graduate assistants in the school of journalism at the University of Oregon.

Harry Smith (Oregon '22), former editor of the University of Oregon Daily Emerald, is advertising manager of the Portland branch of Montgomery Ward & Co.

Maurice H. Hyde (Oregon '17) has recently joined the advertising department of the Emporium Department Store in San Francisco.

John Dierdorff (Oregon) is employed by the Tamblyn and Brown publicity firm of New York, and is at present handling the University of Oklahoma endowment drive.

Amos T. Thisted (Marquette '25) is bowling editor of the Milwaukee Sentinel.

Irvin D. Borders (Missouri) has joined the copy desk of the Houston, Tex., Press.

Wilbur C. Peterson (Columbia) is the author of a feature story on Henry Ford's hospital in The Landmark, London, the official publication of the English Speaking Union.

Frank Thayer (Wisconsin '16) assistant professor of journalism at the Medill School of Journalism, Northwestern University, has resigned to take effect September 1. Thayer has become educational counsel for the American City Bureau of New York and Chicago, an organization specializing in institutional and community financing and organization, and affiliated with the American City Magazine. He is now on a leave of absence from Northwestern University, working on assignments, particularly in the South. Professor Thayer has worked in several university departments of journalism

and music of "Christofo Columbo," a novelty song which you have probably heard over your radio. The number was published by Will Rossiter, Chicago publisher.

W. P. McGuire (Minnesota Associate), former managing editor of the American Boy Magazine, who recently bought the Lapeer County Press at Lapeer, Mich., has purchased its competitor, the Lapeer County Clarion, at that place and has consolidated the two publications, thus giving the city but one newspaper.

Among the new life subscribers is Raymond W. Anderson (Minnesota '15), who has been wandering about Europe for over a year doing free lance stuff for some 35 American newspapers, including the St. Louis Globe-Democrat, the Newark News, where he used to write editorials, and the Kansas City Journal-Post. After seeing India, China and Japan, he hoped to return to the U. S. A. in September. His permanent address is St. Paul, Minn.

N. Y. WORLD PRAISES CAMPAIGN OF EDITOR OF COLUMBIA DAILY

Richmond B. Williams (Columbia) is credited in the New York World of February 4 with being the "go-getter" in the successful undergraduate campaign for the erection of a \$2,000,000 students' hall at Columbia to provide proper facilities for college activities which are now being carried on in cramped and antiquated quarters.

Williams is editor-in-chief of the Spectator, the college daily, and in its columns has waged a fight since last September to carry through the project, which has been hanging fire for 25 years. An editorial blast in an early issue startled the campus and the editors of the paper kept up interest by running daily interviews with campus leaders, alumni and faculty members.

The drive became a success with the announcement by Nicholas Murray Butler, president of the university, that work on the hall will begin with the arrival of spring weather. The students will probably be able to occupy the hall in September. According to the World, the Spectator is entitled to the credit and the students have learned that "there is power in the press."



FRANK THAYER (Wisconsin '16), who leaves Medill faculty for American City Magazine.

in the last eight years, having been instructor in journalism at the University of Kansas and Iowa, and associate professor of journalism at the State College of Washington. He aided in the establishment of several courses in business journalism when the Medill school was opened four years ago. He has also been lecturer at the summer sessions of the Universities of California and Wisconsin. He was formerly on the staff of the Springfield Republican and the Detroit News. In the last three years he has given only part of his time to Northwestern University, working as special writer on business subjects for the A. W. Shaw Company, and the Dry Goods Reporter, and as educational counsel for S. W. Straus & Co.

N. B. Langworthy (Beloit), of the advertising firm of Matteson, Fogarty, Jordan Co., Chicago, is the composer of the words

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"NEWSPAPERSDOM" IS SUCCEEDED BY "ADVERTISING" IN EAST

James Wright Brown (National Honorary), publisher of *Editor & Publisher*, and his son, James W. Brown, Jr. (Missouri), are secretary and treasurer, respectively, of the new company which last month obtained control of *Newspapersdom*, a leading trade paper.

Newspapersdom was founded in 1888 and reorganized in 1912 by the late H. Craig Dare and was for several years edited by Mrs. Dare, his widow, with other associates, including Andre W. Pearson. The new name of the publication is *Advertising* and the new editor and publisher is T. S. Trebell, a newspaper man of experience in both the editorial and business departments, recently director of the Extension Division of the Associated Advertising Clubs of the World, also president of the company. Publication offices of the company remain as formerly: 18 East 41st street, New York City.

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